



DPC Mission Statement

Strategic Plan Revision



Why a new mission statement?

- To restructure the statement into a form that is more memorable.
- To have a clearly shared purpose that all Commission members embody.
- The mission statement is an essential preamble to the Strategic Plan.
- The mission helps us convey DPC purpose quickly, clearly, consistently.
- The mission statement should emphasize how DPC is different from other agencies.





WE STARTED WITH THE CURRENT MISSION STATEMENT...

Delta Protection Commission

Mission

To protect, maintain, and where possible, enhance and restore the overall quality of the Delta environment consistent with the Delta Protection Act and the Regional Plan, including, but not limited to agriculture, wildlife habitat & recreational activities; to ensure orderly, balanced conservation and development of Delta land resources and improved flood protection.

Selecting a format

- Staff looked at over 50 mission statements from non-profit organizations.
- We looked at other agencies' mission statements
- We tested some possible statements in different formats with staff members and a few Commissioners.
- Based on this process we recommend this format.

A. Short (fewer than 10 words) mission.

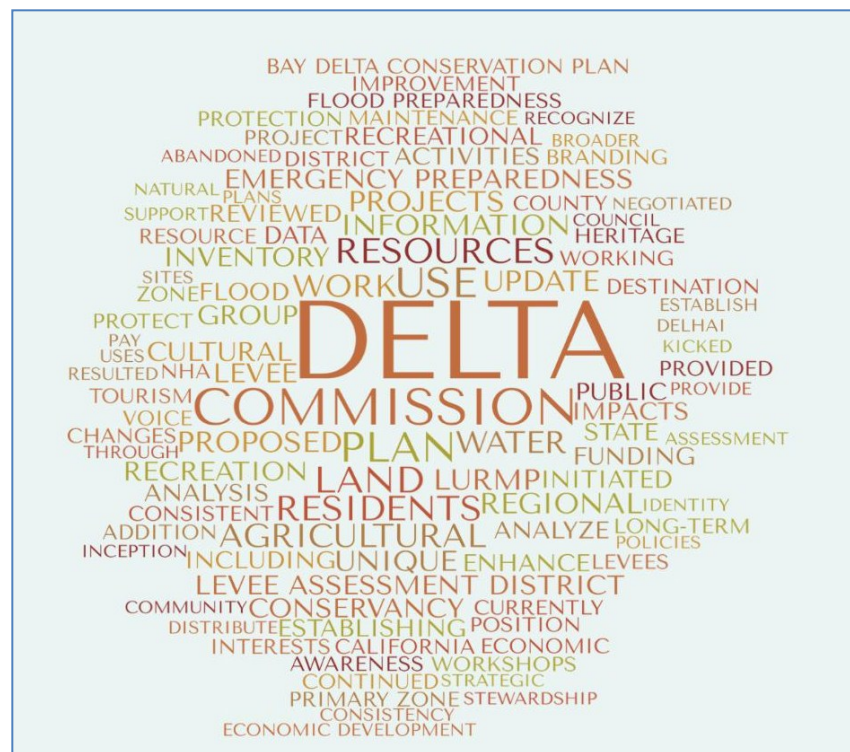
B. Brief explanatory sentence or two. Giving even more depth to the mission.

some words considered:

Finding the Right Words

Action		Topical
Accomplish	Involve	Delta
Demonstrate	Educate	Environmental
Identify	Restore	Communities
Acquire	Launch	Health
Illuminate	Encourage	Safety
Adopt	Lead	Natural Resource
Direct	Build	People
Advance	Engage	California
Discover	Cause	Water
Improve	Enhance	Recreation
Affect Discuss	Compel	Agriculture
Improvise	Excite	Safety
Affirm	Compose	Economic
Integrate	Facilitate	Preservation
Choose	Advance	Resources
Manifest	Foster	
Master	Participate	
Collect	Consider	
Entertain	Construct	
Command	Further	
Communicate	Perform	
Present	Inspire Inspiring	
Possess	Commit Committed	
Create	Provide Providing	
Grant	Champion	
Protect Protection	Generate	

“Word Cloud” from 2013 Annual Report
(Words repeated most are largest)



Introduction

Selecting Format

Selecting Words

Refining

Straw Poll

Conclusion

ideas emerged...

Selecting the Right Words

A. Short Mission Statement

1. Committed to the Protection and Health of the Delta
2. Committed to Advancing the Health of the Delta
3. Advancing Protection of the Delta
4. Committed to Advancing the Delta
5. Committed to Serving the Delta
6. Inspiring Protection of the Delta

B. Example Explanatory Sub-Text

1. We protect and enhance the overall quality of the Delta environment. We are a voice of all Delta communities, residents and visitors, and promote the Delta's irreplaceable value.
2. We protect and enhance the Delta. We are a voice of all Delta communities, residents and visitors, and promote the Delta's irreplaceable value to California
3. We protect, maintain, enhance and restore the overall quality of the Delta environment. We do this with a focus on all Delta communities, residents and visitors, while remaining mindful of the importance of the Delta to all Californians.
4. We protect, maintain, enhance and restore the overall quality of the Delta environment. We do this with a focus on agriculture, recreation, and natural resources, while remaining mindful of the importance of the Delta to all Californians.

Some Example New Mission Statements



Delta Protection Commission

Advancing protection of the Delta

We protect and enhance the Delta. We are a voice of all Delta communities, residents and visitors, and promote the Delta's irreplaceable value to California.



Delta Protection Commission

Inspiring protection of the Delta

We protect, maintain, enhance and restore the overall quality of the Delta environment. We do this with a focus on all Delta communities, residents and visitors, while remaining mindful of the importance of the Delta to all Californians.



Delta Protection Commission

Inspiring protection of the Delta

We protect and enhance the overall quality of the Delta environment. We are a voice of all Delta communities, residents and visitors, and promote the Delta's irreplaceable value.



Delta Protection Commission

Committed to Advancing the Health of the Delta

We protect and enhance the Delta. We are a voice of all Delta communities, residents and visitors, and promote the Delta's irreplaceable value to California.

improving on first concepts

Refining

Some Word Groups Were Rejected:

Leading Protection of the Delta

Guardian of the Delta

Champion of the Delta

Promoting the Delta

Many more...

We are asking for input by:

1. Asking commissioners to read and comment on the format and the words.
2. We would like to rank the word groups that are currently proposed. Please use the **attached straw poll** to help staff refine the mission statement with input from all of the Commissioners. (see next page)
3. Please offer other ideas that improve on those presented in this document.

Name _____

A. Format

Vote for one:

- ___ I like the suggested format
- ___ I do not like the suggested format

Vote for all (B. and C.)

3 = my favorite (s)

2 = I could live with this

0 = No

B. Mission

- ___ Committed to Protection and Health of the Delta
- ___ Committed to Advancing the Health of the Delta
- ___ Advancing Protection of the Delta
- ___ Committed to Advancing the Delta
- ___ Committed to Serving the Delta

This is a straw poll.

A new mission statement will be voted on
with the strategic plan.

(Feel free to offer other suggestions too.)

C. Explanatory Sentences

- ___ We protect and enhance the overall quality of the Delta environment. We are a voice of all Delta communities, residents and visitors, and promote the Delta's irreplaceable value.
- ___ We protect and enhance the Delta. We are a voice of all Delta communities, residents and visitors, and promote the Delta's irreplaceable value to California
- ___ We protect, maintain, enhance and restore the overall quality of the Delta environment. We do this with a focus on all Delta communities, residents and visitors, while remaining mindful of the importance of the Delta to all Californians.
- ___ We protect, maintain, enhance and restore the overall quality of the Delta environment. We do this with a focus on agriculture, recreation, and natural resources, while remaining mindful of the importance of the Delta to all Californians.

back to work on the strategic plan...

Next Steps

- With the information provided by the commission straw poll, staff will provide a recommendation on the mission statement.
- Staff will begin to draft a vision statement and a first draft of goals and objectives.
- Staff would encourage formation of a working group of commissioners to work with staff on these next steps.

Present At the May Meeting:

1. **Revised Mission Statement**
2. **1st Draft Vision Document.**
3. **1st Draft Goals and Objectives.**